

Library Community Needs Assessment Report

Arcadia Public Library

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A Note of Appreciation

My thanks to those who participated in a survey, community forum or focus group as part of this Library Community Needs Assessment. This would have been a lot less interesting without you (not to mention completely impossible)! I am honored to have been ‘invited in’ to assist with this study and to facilitate conversations about the future of the Arcadia Public Library. The voices and viewpoints represented by the findings in this report are diverse. One common thread, however, is the community’s commitment to the Arcadia Public Library. My hat is off to all of you. The findings in this report are offered in the spirit of appreciation and support for building on the assets that already exists within the Library, as evidenced by the praise (frequently unsolicited) offered by Library patrons throughout this process:

- “Everyone is cheerful and welcoming making the APL a wonderful asset to the community and a stellar example to which other workplaces should aspire to emulate.”
- “Thank you for the adult foreign film program! A few of us especially appreciate the hour as we are still in the work force. Please keep this program.”
- “Arcadia's Library is a tremendous asset to our city. I've used it all my life (since moving to Arcadia in 2nd grade) and I have always been impressed by the collection and the helpfulness of the staff. Keep up the good work on both adding to the collection and retaining older materials that are still relevant. Our library truly is a gem!”

EXECUTIVE SUMMARY

The City of Arcadia Department of Library and Museum Services contracted with a consultant to perform a library community needs assessment in order to gain a deeper understanding of the community it serves, including opinions and behaviors towards library services. The intended outcome was a set of findings that would support the development of programs, services and facilities based upon community needs.

The consultant, Doug Green, completed the library community needs assessment with the Library's senior staff. The process included the following elements: 1) project planning to establish a timeline and identify key stakeholders to engage in the assessment process; 2) developing questions to guide the assessment; 3) developing a reliable questionnaire to be made available online and via hard copy in high-traffic public locations, including the Library; 4) creating focus group and community meeting protocols to guide the assessment; 5) facilitating three (3) focus groups with key stakeholders; 6) facilitating two (2) community forums; 7) compiling and analyzing data gathered through questionnaire (including data entry from questionnaires completed using a hard copy), focus group and community meetings; 8) and providing this final report to the Department of Library and Museum Services.

Key findings of the assessment included the following:

- ***The staff of the Library is highly regarded*** for their dedicated service (when asked what makes it easier to get what you need at the Library almost 70% of survey respondents indicated that staff assistance makes it easier; the quality of staff was also mentioned in every focus group and community forum).
- ***The services currently offered by the Library are valued by the community.*** Almost 600 people participated in the Library Needs Survey and all library services were rated as "Very Important" or "Important" by a majority of respondents who rated services. The services that received the highest percentage of combined "Very Important" or "Important" ratings were Books (95.4%), Staff Assistance (86.7%) and Access to Wi-Fi (84.3%). The services receiving the lowest percentage of combined "Very Important" and "Important" ratings were Business/Investment Information (50.4%), Online Tutoring (58.4%) and Expert Research, Career, Small Business Help (58.7%).
- ***The Library attracts many patrons from outside of Arcadia*** (over 25% of those completing the Library assessment survey were from outside the City limits).
- ***The Library's success has created some 'growing pains.'*** Demand for Library services from diverse groups (including children, teens and seniors) has resulted in calls for more seating, more quiet study areas for individuals and groups of all sizes, and more accessible

programs (131 out of 363 respondents said the Library was ‘too crowded’ when asked what makes it hard to get what you need at the Library).

- ***There is strong demand for programs and materials in Chinese*** (183 survey respondents out of 594 indicated that they would be more likely to attend a program if it were offered in Chinese; 185 out of 586 said they would prefer to read materials in a Chinese language).
- In imagining the ‘ideal future for the Library’ the most commonly mentioned elements cited by participants in focus groups and town hall meetings were:
 - ***Collaboration with schools, cultural groups and business*** was a theme that was common to all five gatherings.
 - An environment ***welcoming of all cultures***. (All gatherings)
 - ***Bigger space and/or reconfiguration of space*** to accommodate the needs of multiple user groups. (All gatherings)
- ***The most common recommended improvements*** to the Library were:
 - ***Expansion of the collection*** (books, DVDs, audio books and e-books) and ***programs*** (especially those for children);
 - ***Enhanced technology*** (including hardware and software upgrades);
 - ***Improved Library PR***/external communications;
 - ***Increase accessibility*** through signage, a directory, and an orientation; and
 - ***Reconfiguration of the facility*** to meet the changing needs of diverse users.
- When asked about ***potential upgrades to the Public Computer Room***, 80% of survey respondents rated ***Scanners*** as either Very Important or Important. After scanners, 63.7% of respondents rated a ***Group Study Area*** with large screen or projector and as Very Important or Important; 61.4% rated ***“Laptops for Use in the Library”*** as Very Important or Important.
- ***69.1% of respondents indicated that “Staff Assistance” makes it easier*** to use the Library; 66.7% said a “Welcoming Environment” and 61.2% said “Materials, Plentiful and Easy to Find” make it easier.
- In answer to the question of what makes it hard to get services from the Library, ***41% indicated “No Place to Sit;”*** 36.1% said “Too Crowded;” and 30.6% indicated “Lack of Materials that Interest You.”
- ***Arcadia residents are more likely to prefer programs in a language other than English.*** 40% of local residents responding to the survey indicated they would prefer programs in a language other than English versus 26.9% of respondents from outside the city.
- ***Younger survey respondents (between the ages of 12 and 36) indicated that they value “Access to computers” and “Access to Wi-Fi” more than older Library users; they are more frequent users of the Public Computer Room; and they have a stronger preference for Public Computer Room technology upgrades.***
- ***Frequent users of the library who responded to the survey (those who said they have visited the Library 13 or more times in the past year) value “Individual Seating,” “Staff Assistance” and “Self-Service Options” more than infrequent users (those who indicated they used the Library 1-12 times in the past year).***

METHODS

Project Component

Task One: Project planning with senior staff. Together with the Library's senior management team, the consultant developed a timeline for the project and a plan for engaging staff, key library stakeholders, and the public. Following the steps outlined below, the team sought to communicate the purpose and potential benefits of the assessment as they engaged key stakeholders and community members in identifying needs.

Task Two: Development of a valid and reliable questionnaire. The consultant worked with the senior management team to develop and refine a set of questions that reflect specific areas of need the City hoped to assess (including demand for materials and programs currently offered; possible expansion of technology services; and areas of needed development or improvement). The consultant assisted the team in developing a questionnaire, providing a draft for review and beta testing with a small number of library users prior to broad public distribution.

Task Three: Assessment of needs and recommendations through a sample of Arcadia residents using the questionnaire. A sampling of 598 area residents was achieved by 1) placing a link to an electronic version of the questionnaire (using SurveyMonkey.com) on the Library's webpage; 2) placing paper copies of the questionnaire in the library and other city facilities near questionnaire collection boxes; 3) asking library program participants to complete a hard copy of the questionnaire; 4) distributing hard copies of the questionnaire to community members via emails containing a link to the online version and distribution of paper copies of the questionnaire at meetings and gatherings outside of the Library, and 5) working through partner organizations (e.g. the Chinese Cultural Association) to place the questionnaire in the hands of Arcadia residents who are infrequent Library users or who are not currently Library users. Survey respondents were diverse in age, frequency of Library use and residence. 70.4% of survey respondents were residents of Arcadia. Others were from zip codes outside the City.

Task Four: Data Analysis – Questionnaire. The consultant completed a quantitative analysis of the data gathered through the questionnaire and provided an interim report on results to the Library's management team.

Task Five: Develop Protocols (with guiding questions) for focus groups and community forums. The consultant developed protocols for gathering stakeholder feedback in group settings with an introduction, guiding questions and prompts. The key purpose of the focus groups was to have a meaningful ("deeper dive") dialog with key library stakeholders about the future of library services. The purpose of the community forums was to obtain feedback from a broader range of community residents, including those who are not currently library users, about the future of library services.

METHODS (continued)

Task Six: Focus Group and Community Meeting Facilitation. The consultant conducted three (3) focus groups with library stakeholders: 1) board members of the Library Foundation and Friends; 2) Library staff members; and 3) community leaders (including representatives from education, business and community groups. A total of 42 stakeholders participated in these focus groups. The consultant also conducted two (2) community forums open to local residents, one on a Thursday evening and a second on a Saturday afternoon. 10 community members attended a community forum.

Task Seven: Data Analysis – Questionnaire, Focus Groups and Community Meetings. Data analysis focused on the recommendations of community members that emerged from the questionnaire, focus groups and community meetings. The consultant organized the qualitative data by key theme in three broad areas of focus: 1) current operations and strengths of the Library; 2) the ideal future of the library; and 3) recommended improvements or enhancements to the Library in order to meet community needs.

Task Eight: Development of Community Needs Assessment Report. The consultant developed this report as a tool for the Library staff and board following a presentation of the findings of the assessment at a February 19, 2015 meeting of the Library Board of Trustees.

FINDINGS: Library Needs Questionnaire

The following is a summary of the results of a survey of 598 Arcadia residents conducted between January 9 and February 5, 2015.

Question 1: What is your age?		
Answer Options	Response Percent	Response Count
Under 12	3.3%	20
12-14	5.7%	34
15-18	10.0%	60
19-25	5.4%	32
26-36	10.4%	62
37-45	14.7%	88
46-55	14.9%	89
56-65	11.2%	67
Over 65	21.4%	128
Prefer not to answer	3.0%	18
<i>answered question</i>		598

Question 2: What is your zip code?		
Answer Options	Response Percent	Response Count
91006	39.8%	231
91007	32.8%	190
91780	6.7%	39
91016	4.8%	28
91775	2.4%	14
91010	1.0%	6
91770	0.9%	5
91733	0.9%	5
91107	0.9%	5
91732	0.7%	4
91702	0.7%	4
91744	0.5%	3
91724	0.5%	3
90032	0.5%	3
Other Zip Codes (Frequency of 2 or less): 90068, 90601, 90640, 90660, 91008, 91011, 91024, 91066, 91101, 91104, 91602, 91701, 91706, 91708, 91720, 91722, 91723, 91730, 91731, 91732, 91739, 91740, 91754, 91762, 91776, 91786, 91789, 91801, 92708		

Question 3: How often have you visited the library in the past 12 months?		
Answer Options	Response Percent	Response Count
Did not visit library in the past 12 months.	9.1%	54
1-5 times	20.1%	119
6-12 times	16.1%	95
13-24 times	18.1%	107
More than 24 times	36.5%	216
answered question		591
skipped question		7

Note: 29.2% of responses came from individuals who have visited the Library 0-5 times in the past year; 36.5% of responses came from users who visited the Library more than 24 times last year.

Question 4: Would you be more likely to attend a library program presented in a language other than English?		
Answer Options	Response Percent	Response Count
Yes	36.7%	218
No	63.3%	376
answered question		594
skipped question		4

Question 5: If yes, which language would you prefer?		
Answer Options	Response Percent	Response Count
Chinese (Cantonese)	13.1%	28
Chinese (Mandarin)	72.4%	155
Korean	1.9%	4
Vietnamese	0.5%	1
Japanese	0.9%	2
Spanish	8.9%	19
Hindi	2.3%	5
Other (please specify) <ul style="list-style-type: none"> • American • Dutch • French • Russian • Sinhala • Swedish • Tamil 		
answered question		214

Note: A majority (85.5%) of those who prefer programs in a language other than English prefer a Chinese language.

Question 6: Would you be more likely to check out library materials if they were written in a language other than English?		
Answer Options	Response Percent	Response Count
Yes	38.4%	225
No	61.6%	361
<i>answered question</i>		586
<i>skipped question</i>		12

Question 7: If yes, which language would you prefer?		
Answer Options	Response Percent	Response Count
Chinese (Traditional)	61.0%	136
Chinese (Simplified)	22.0%	49
Korean	2.7%	6
Vietnamese	0.9%	2
Japanese	2.7%	6
Spanish	8.5%	19
Hindi	2.2%	5
Other (please specify): <ul style="list-style-type: none"> American Bosnian French (4) Russian Sinhala Swedish Tamil 		
<i>answered question</i>		223

Note: A majority (83%) of those who prefer materials in a language other than English prefer Chinese language materials.

Question 8: How much do you value the following Library services?						
Answer Options	Very Important	Important	Somewhat Important	Not Important	Don't know/Doesn't apply to me	Average Rating 0-4
Access to computers	240	125	81	44	63	2.79
Access to Wi-Fi	324	96	50	28	57	3.08
Books	423	76	22	2	33	3.54
eBooks	169	100	110	61	109	2.29
Business/investment information	96	102	118	77	151	1.84
Programs/classes/workshops for children (ages 0-14 years)	184	110	59	44	154	2.23
Programs/classes/workshops for teens (ages 15-18 years)	155	123	63	50	155	2.13
Programs/classes/workshops for adults	172	137	108	26	108	2.43
Study rooms	189	138	98	38	87	2.55
Individual seating	226	140	75	36	74	2.74
Expert research, career, small business help	119	126	112	62	127	2.09
Online tutoring (with tutor.com)	112	127	103	67	136	2.02
Staff assistance	274	164	63	4	45	3.12
Self-service options	195	179	84	20	72	2.74
<i>answered question</i>						558
<i>skipped question</i>						38

Note: All services were rated Very Important or Important by a majority of respondents rating services. Highest rated services were Books, Staff Assistance and Access to Wi-Fi.

Question 9: What makes it easier to get what you need at the Arcadia Public Library?		
Answer Options	Response Percent	Response Count
Welcoming environment	61.7%	332
Staff assistance	69.1%	372
24 hour, 7 days access to online library collections and services	47.2%	254
Parking	53.2%	286
Materials, plentiful and easy to find	61.2%	329
Other (please specify):		
<ul style="list-style-type: none"> Friendly staff/Customer service/flexibility (7) Facility (5) Technology (4) Location (2) Collection (2) 		
<i>answered question</i>		538
<i>skipped question</i>		60

Question 10: What makes it hard to get what you need at the Arcadia Public Library?		
Answer Options	Response Percent	Response Count
Too crowded	36.1%	131
No place to sit	41.0%	149
Long waits for staff assistance	20.7%	75
Parking	25.6%	93
Lack of materials that interest you	30.6%	111
Difficult to find materials	24.8%	90
Other (please specify):		
<ul style="list-style-type: none"> • Noise (20) • Collection (17) <ul style="list-style-type: none"> ○ “Many of the books I want are not here.” ○ “Need more copies of popular books for book discussion group.” ○ “Items on hold for a long time; not enough items through Overdrive.” • Technology (9) • Hours (7) • Customer service (5) • Policy (fines, charges) (3) • Facility (2) • Language (2) 		
<i>answered question</i>		363
<i>skipped question</i>		235

Question 11: What's missing? Are there services, programs or materials (print or electronic) not currently offered that you would like to see us add in the future?
<p>Results for this question are presented in order of the frequency of comments (noted in parentheses), from highest frequency to lowest. Key themes included:</p> <p>Collection (65) Programs (35) Technology (33) Facility (17) Other:</p> <ul style="list-style-type: none"> • Food (6) • Hours (5) • ESL/Language (4) • Policy: fines & charges (4)

Question 11 (continued): Subthemes and Characteristic Quotes by Theme

Collection (most comments were about increasing the collection of books and digital collection with books mentioned more frequently: 30 to 22).

- Books (30)
 - “A complete selection of new books, especially those reviewed in the Wall Street Journal and NY Times.”
 - Foreign language selections (Chinese, Spanish, Korean, Brazilian, etc.)
 - Textbooks and year books
- Digital/e-books (22)
 - “I really like the e-book feature but it doesn't always have the most up to date books and sometimes the wait for the e-books is very long.”
 - “I would like to see more digital materials provided for consumers ... Let Arcadia Public Library be the first legal and biggest online library in the States!”
 - Current DVDs & Audio books
- Audiences (9)
 - Children
 - Language preference: Chinese, Japanese, Korean, Spanish
 - Niche (GLBT, Business/Investors)
- Periodicals (5)
 - Chinese (3)
 - Specialty (Auto, sports, business)

Programs (most comments were about adding programs for adults (12), programs in other languages (7), and programs to help people learn to use the computer (5).

- Adult programs (12)
 - Film, lectures
 - Discussion groups
 - ESL (for Chinese learners and others)
 - Specialty (knitting, cooking, baking)
- Programs in other languages (7)
 - Chinese (6)
 - Storytime/kids (2)
 - Other: Japanese & Korean

Technology (comments were about updating hardware (14), improving access (9), improving the Wi-Fi connection (5) or updating software (3).

Facility (comments were primarily about increasing study areas for groups (5) and creating quiet areas for students and adults to work separately (4).

- “The study room is small so some kids can't join the program. “
- “The library desperately needs a quiet computer room for adults only.”
- “There needs to be a define space for teens so that adults can use the library undisturbed.”

Question 12: Would you use a self-service vending machine to check out library books or DVDs if it were in a convenient location such as Westfield Santa Anita Mall or the new Gold Line station?		
Answer Options	Response Percent	Response Count
Yes	49.7%	266
No	50.3%	269
<i>answered question</i>		535
<i>skipped question</i>		63

Question 13: Have you ever used the library's Public Computer Room?		
Answer Options	Response Percent	Response Count
Yes	44.0%	239
No	56.0%	304
<p>Listed in order of frequency:</p> <p>Why?</p> <ul style="list-style-type: none"> • Homework (21) <ul style="list-style-type: none"> ○ "Because I need it to do my homework assignment." • Printing (18) • No computer at home (13) <ul style="list-style-type: none"> ○ "My computer was broken; my at home Internet connection was not available." • Convenience (8) • Research (7) • Internet (4) • Fun/games (4) <p>Why not?</p> <ul style="list-style-type: none"> • No need (125) • Need more information/didn't know about the computer room (18) <ul style="list-style-type: none"> ○ "Didn't know there was one." ○ "Did not know if you had to reserve a PC." ○ "Don't know how to use." • Atmosphere - odors, noise, other patrons (9) <ul style="list-style-type: none"> ○ "Air condition is not enough and with bad smell in the computer room." ○ "... it's kind of scary and forbidding.: • Too crowded (8) • Don't use computers (5) • Equipment out of date (4) 		

Question 14: The Library is considering upgrading the Public Computer Room. How would you rate the following possible upgrades?						
Answer Options	Very important	Important	Somewhat important	Not important	Don't know/Doesn't apply to me	Average Rating 0-4
3D printers	116	98	90	119	97	2.03
Scanners	201	162	70	21	70	2.77
Group study area with large screen or projector	137	131	91	62	102	2.27
Tablets for use in the library	153	108	91	87	85	2.30
Laptops for use in the library	163	108	91	79	83	2.36

Note: The highest rated upgrade was Scanners; the lowest was 3D printers.

Question 15: How else could we upgrade the Public Computer Room?
<p>Listed in order of frequency:</p> <ul style="list-style-type: none"> • Upgrade software (22) <ul style="list-style-type: none"> ◦ Windows 7 ◦ Adobe Photoshop/design software ◦ Streaming video ◦ Compatible with schools ◦ Google Chrome • Upgrade hardware (18) <ul style="list-style-type: none"> ◦ Add computers ◦ Upgrade existing computers ◦ Macs ◦ Fax, copier, printer ◦ Visual impairment screening and keyboards • Expand (18) <ul style="list-style-type: none"> ◦ More rooms/add a room ◦ More computer stations ◦ More seats • Information and support (16) <ul style="list-style-type: none"> ◦ Dedicated staff/volunteer support for users ◦ Classes/tutoring ◦ Information about the computer room • Internet access/bandwidth (16) • Odor/maintenance (11) <ul style="list-style-type: none"> ◦ "Better ventilation system. It gets very stuffy and smelly in there." • Policy - extend time limits, reduce charges, restrict use (10) <ul style="list-style-type: none"> ◦ "Printing jobs are too expensive." ◦ "Restrict it to adults. The children and teenagers use the room to talk while the adults want to do work on the computers." ◦ "Avoidance of using public computers for gaming or digital entertainment (academic/job/career purposes only)." • Reconfigure the space (8) <ul style="list-style-type: none"> ◦ "Specified stations for 2 or 3 people for projects; Quiet (adults only) computer area," ◦ "Business center (scanning, copying, faxing)"

Question 16: Is there anything else we can do to improve the library?

Listed in order of frequency:

- Collection (27)
 - More books
 - Textbooks
 - Different languages (including Chinese, Spanish, French and German)
 - CDs, DVDs, audio books and e-books
- Reconfigure the space (20)
 - Separate adults from children
 - Quiet spaces for study
 - Spaces for socializing
 - More individual and group seating
- Staff support (18)
 - Increase customer service
 - Increase number of staff
 - Increase bilingual staff
- Programs (17)
 - Increase programs
 - Increase opportunities for children, teens and families to meet and interact
 - Cultural programs (local and foreign)
 - Expand film offerings
 - More classes: languages, cooking, auto repair, computers, networking, real estate, citizenship
- Facility (16)
 - Various recommended upgrades, including drive-through book return and better lighting in the parking lot
- Monitoring (14)
 - "Enforce the standards of behavior so that consistent offenders cannot continue to use library services and harass people."
 - Monitor the behavior of teens.
 - Monitor the outside of the Library.
- Food-yes (12)
 - "Please add a coffee shop/refreshment area."
- Food-no (6)
 - "Absolutely no eating anywhere in the library. It looks dirty and disgusting. This facility is not a restaurant."
- Hours (9)
 - "Explore possibility keeping it open on Sundays (at least 1/2 day)."
- Noise (9)
 - "I am not sure how one can keep people from talking on their mobile phones, but it surely would be helpful, especially in the study booth areas."
- Web access (8)
- Expand (8)
- Parking (6)
 - "No time limit on parking."
- Internet/Wi-Fi connection (5)

FINDINGS: Focus Groups and Community Forums

The comments of the 42 Library stakeholders who participated in a gathering to consider the future of the library (either a focus group or community forum) are summarized below in three categories, reflecting the common structure of the dialogs:

- Strengths and Best Features of Library
- The Ideal Future for the Library
- Recommendations for Improvements/Enhancement to the Library

Key results are presented (generally) in order of the frequency of comments, from highest frequency to lowest. Names of specific group participants are not used in this summary. Quotation marks [“ ”] designate remarks by a specific participant.

I. Strengths and Best Features of the Library

“The Arcadia Public Library is one of the best libraries in the L.A. County; I take the family to study and review homework materials . . . We're also thankful for the help we always receive from the library staff... everyone there are kind and always in a nice mood to answer any questions.”

Community Members had many positive things to say about the Library. The most frequently mentioned assets or strengths of the Library were (in order of frequency):

- Staff and the level of service provided were mentioned as strengths in all five stakeholder gatherings.
 - Friendly, strong, superb, helpful, forward-looking, open-minded, supportive
- Children’s programs (4 out of 5 groups)
 - After school program for students
- The store (4 out of 5 groups)
- The collection of books and other materials (4 out of 5 groups)
 - Best sellers
 - Children’s books
 - Textbooks
 - Large print
- English Conversation classes (3 out of 5 groups)
- Technology (3 out of 5 groups)
 - One-on-one computer tutoring.

In addition the following strengths were mentioned in 2 of the 5 groups: Outreach programs, programs at the museum (e.g. concerts, films, lectures), hours, study spaces, location, gathering place

II. IDEAL FUTURE FOR THE LIBRARY

When asked to share their thoughts about the ideal future or ‘best case scenario’ for the Library, participants offered a number of ideas. Themes emerged across groups, including (in order of frequency):

- Collaboration with schools, cultural groups and business was a theme that was common to all five gatherings.
- An environment welcoming of all cultures. (All gatherings)
 - Creating and collaboration space
 - Easily reconfigured for different size groups
 - Hacker/maker space
 - Library as gathering space for learners
 - Physical space reflects the community
- Bigger space and/or reconfiguration of space to accommodate the needs of multiple user groups. (All gatherings)
 - Information desk
 - House growing collection
 - Increased study & community rooms
 - Drive through book return
 - Comfortable outdoor space with seating

Also mentioned in more than one gathering:

- Increased availability of technology, including e-Books. (2 of 5 gatherings)
 - Increased integration of technology: remain ‘ahead of the curve’
 - ‘Ubiquitous access’
 - Access to tablets and other devices
- Dedicated recreation space. (2 of 5 gatherings)
 - More fun gathering place
 - Play area with oversight

III. RECOMMENDED IMPROVEMENTS/ENHANCEMENTS

Participants in the focus groups and town hall meetings contributed a broad range of ideas about improving the library and moving it closer to the ideal described above. Recommendation themes (in order of frequency) were:

- ‘Improve Library PR’ was a theme common to all groups.
 - Upgrade website
 - Increased use of Facebook, Twitter, and other social media
 - Branding

- Get our story out there/Engage in library advocacy
 - Send program information to Chinese newspapers in the area
- Increase accessibility/ease of use with signs, a directory, and an orientation. (4 of 5 gatherings)
 - “Mapquest for Books” location finder
 - Brochure for orienting new people to the library
 - Announcements on video screen of programs, etc.
 - Easier sign-up for programs (integrate sign up time into program itself so that people aren’t waiting around in a line but are interacting in a meaningful way while they are being ‘processed’)
 - Translation for immigrants
 - Materials
 - Interpretation during programs
 - Host a weekly “How to use your library” tutorial in Chinese
- Increase and enhance technology at the Library. (4 of 5 gatherings)
 - Increase computers, printers to attract, engage young people
 - Basic computer skills classes
- More programs for children, including games and other fun activities. (4 of 5 gatherings)
 - Library is the place for a play date, meet other children
 - Foster interaction among children of similar ages
 - More cross-generational programs, sharing with children, youth
- Expand/reconfigure space for Library patrons. (3 of 5 gatherings)
 - Quiet space
 - Loud/collaborative space
 - Kids space
- Increase outreach and information within the community. (3 of 5 gatherings)
 - Share ‘evolving state of the library’ with the broader community (“Latte with the Librarian”)
 - Staff outreach to community groups; speakers from library
 - Signage at events in the community
 - Host Chamber, city council and nonprofit groups at the library for their events
- Increase funding and staff for the Library. (3 of 5 gatherings)

Also mentioned:

- Classes in Chinese. (2 of 5 gatherings)
- Better/faster Wi-Fi. (2 of 5 gatherings)

Appendices

FINDINGS: By Zip Code

Question 3: How often have you visited the library in the past 12 months?				
Answer Options	91006 & 91007		Other Zip Codes	
	Response Percent	Response Count	Response Percent	Response Count
Did not visit library in the past 12 months.	9.4%	39	7.0%	11
1-5 times	18.5%	77	25.9%	41
6-12 times	14.6%	61	19.6%	31
13-24 times	19.9%	83	14.6%	23
More than 24 times	37.6%	157	32.9%	52
<i>answered question</i>		417		158
<i>skipped question</i>		4		2

Note: Arcadia residents are more frequent users of the Library than users from outside the City.

Question 4: Would you be more likely to attend a library program presented in a language other than English?				
Answer Options	91006 & 91007		Other Zip Codes	
	Response Percent	Response Count	Response Percent	Response Count
Yes	40.0%	167	26.9%	43
No	60.0%	251	73.1%	117
<i>answered question</i>		418		160
<i>skipped question</i>		3		0

Note: Arcadia residents are more likely to prefer programs in a language other than English than are users from outside the City (40% versus 26.9%).

FINDINGS: By Zip Code

Question 8: How much do you value the following Library services?							
	Answer Options	Very Important	Important	Somewhat Important	Not Important	Don't know/Doesn't apply to me	Average Rating
Arcadia	Access to computers	172	86	62	30	39	2.83
Other Zips	Access to computers	63	39	17	14	19	2.74
Arcadia	Access to Wi-Fi	230	69	36	21	33	3.14
Other Zips	Access to Wi-Fi	85	27	13	7	22	2.95
Arcadia	Books	296	57	17	2	19	3.56
Other Zips	Books	121	17	3	0	12	3.54
Arcadia	Business/investment information	72	71	86	53	102	2.34
Other Zips	Business/investment information	23	28	30	24	43	2.22
Arcadia	eBooks	121	74	81	44	69	1.89
Other Zips	eBooks	46	25	26	17	34	1.76
Arcadia	Expert research, career, small business	83	88	87	45	83	2.30
Other Zips	Expert research, career, small business	35	37	22	17	37	2.05
Arcadia	Individual seating	156	99	60	28	45	2.28
Other Zips	Individual seating	66	40	13	8	24	1.79
Arcadia	Online tutoring (with tutor.com)	86	95	73	49	83	2.44
Other Zips	Online tutoring (with tutor.com)	23	31	29	17	47	2.46
Arcadia	Programs/classes/workshops for adults	118	101	78	20	72	2.67
Other Zips	Programs/classes/workshops for adults	53	33	26	6	32	2.32
Arcadia	Programs (ages 0-14 years)	132	83	45	32	99	2.76
Other Zips	Programs (ages 0-14 years)	48	25	12	12	51	2.77
Arcadia	Programs (ages 15-18 years)	117	94	48	33	94	2.11
Other Zips	Programs (ages 15-18 years)	36	26	13	17	56	2.11
Arcadia	Self-service options	144	121	64	13	47	2.13
Other Zips	Self-service options	48	55	17	6	23	1.77
Arcadia	Staff assistance	188	119	48	4	29	3.12
Other Zips	Staff assistance	82	41	12	0	15	3.17
Arcadia	Study rooms	143	103	67	27	50	2.78
Other Zips	Study rooms	45	32	30	10	32	2.66

Note: Arcadia residents value Library services as much or more, on average, than respondents from outside the City except for Online tutoring, Programs (ages 0-14), Programs (ages 15-18), and Staff assistance.

FINDINGS: By Zip Code

Question 9: What makes it easier to get what you need at the Arcadia Public Library?				
Answer Options	91006 & 91007		All Other Zips	
	Response Percent	Response Count	Response Percent	Response Count
Welcoming environment	63.5%	240	57.3%	86
Staff assistance	67.2%	254	74.7%	112
24 hour, 7 days access to online library collections and services	48.1%	182	46.7%	70
Parking	55.3%	209	50.7%	76
Materials, plentiful and easy to find	63.2%	239	59.3%	89
<i>answered question</i>		378		150
<i>skipped question</i>		43		10

Question 10: What makes it hard to get what you need at the Arcadia Public Library?				
Answer Options	91006 & 91007		All Other Zips	
	Response Percent	Response Count	Response Percent	Response Count
Too crowded	36.9%	96	36.1%	35
No place to sit	43.5%	113	33.0%	32
Long waits for staff assistance	18.8%	49	23.7%	23
Parking	26.9%	70	22.7%	22
Lack of materials that interest you	33.5%	87	24.7%	24
Difficult to find materials	25.0%	65	23.7%	23
<i>answered question</i>		260		97
<i>skipped question</i>		161		63

FINDINGS: By Zip Code

Question 12: Would you use a self-service vending machine to check out library books or DVDs if it were in a convenient location such as Westfield Santa Anita Mall or the new Gold Line station?				
Answer Options	91006 & 91007		All Other Zips	
	Response Percent	Response Count	Response Percent	Response Count
Yes	50.7%	192	49.7%	73
No	49.3%	187	50.3%	74
<i>answered question</i>		379		147
<i>skipped question</i>		42		13

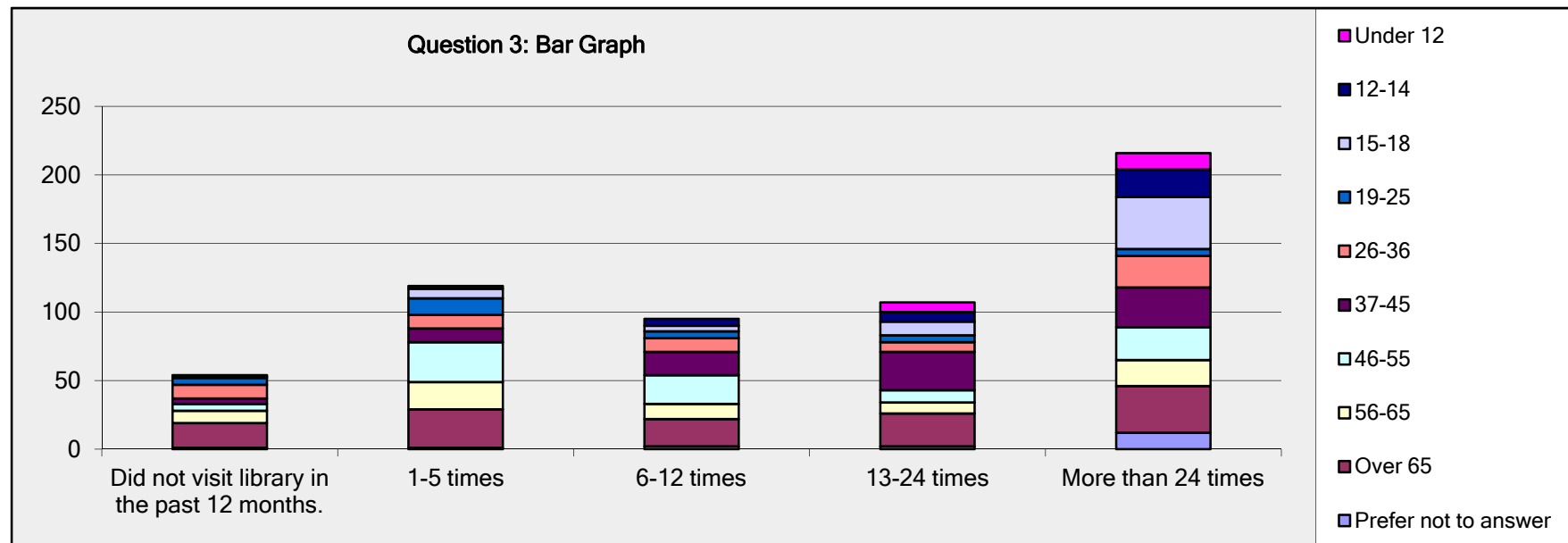
Question 13: Have you ever used the library's Public Computer Room?				
Answer Options	91006 & 91007		All Other Zips	
	Response Percent	Response Count	Response Percent	Response Count
Yes	44.7%	172	40.8%	60
No	55.3%	213	59.2%	87
<i>answered question</i>		385		147
<i>skipped question</i>		36		13

FINDINGS: By Zip Code

Question 14: The Library is considering upgrading the Public Computer Room. How would you rate the following possible upgrades?							
Location	Answer Options	Very important	Important	Somewhat important	Not important	Don't know/Doesn't apply to me	Rating Average
Arcadia	3D printers	92	63	62	83	70	2.06
Other Zips	3D printers	24	32	28	34	23	2.00
Arcadia	Group study area w/ screen or projector	105	96	68	39	66	2.36
Other Zips	Group study area w/ screen or projector	31	32	23	23	31	2.06
Arcadia	Laptops for use in the library	120	73	69	55	56	2.39
Other Zips	Laptops for use in the library	41	34	19	25	23	2.32
Arcadia	Scanners	147	112	52	15	48	2.79
Other Zips	Scanners	54	45	17	6	19	2.77
Arcadia	Tablets for use in the library	115	73	71	60	55	2.36
Other Zips	Tablets for use in the library	36	34	18	28	25	2.20

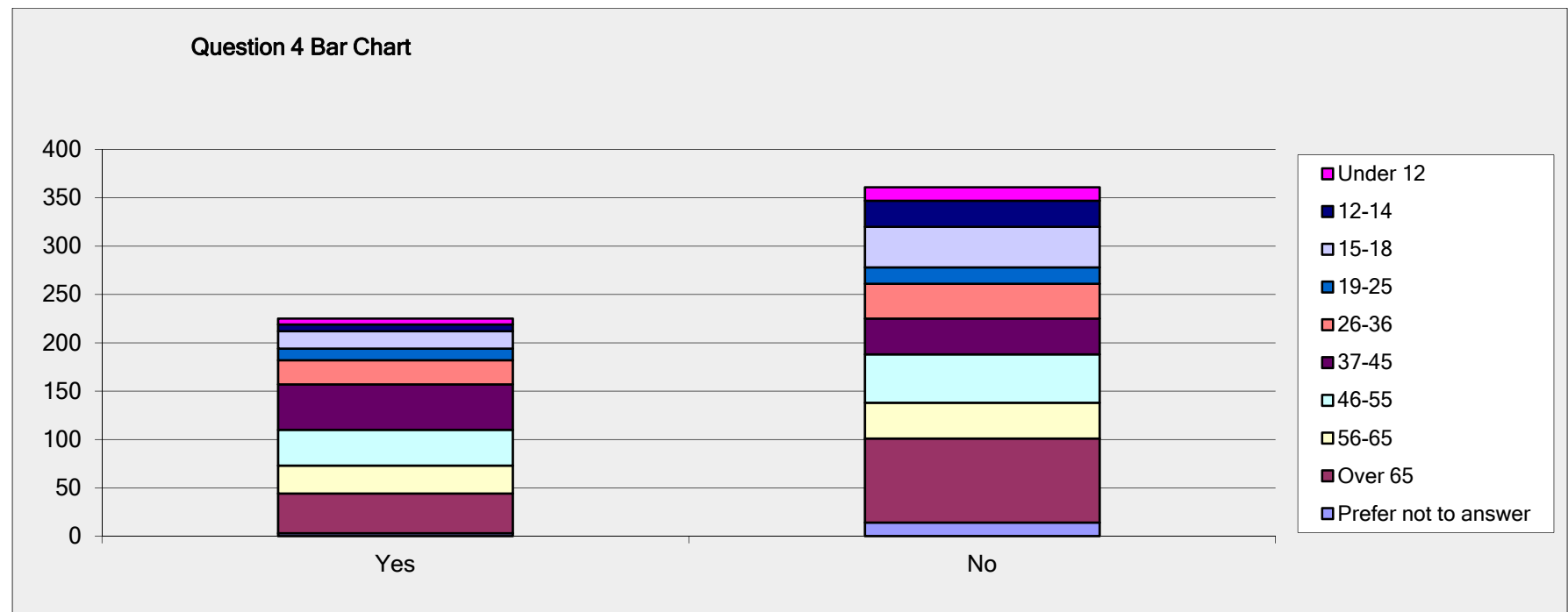
FINDINGS: By Age Group

Question 3: How often have you visited the library in the past 12 months?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Did not visit library in the past 12 months.	1	0	1	5	10	4	5	9	18	1
1-5 times	0	2	7	12	10	10	29	20	28	1
6-12 times	0	5	4	5	10	17	21	11	20	2
13-24 times	7	7	10	5	7	28	9	8	24	2
More than 24 times	12	20	38	5	23	29	24	19	34	12
<i>answered question</i>										591



FINDINGS: By Age Group (continued)

Question 4: Would you be more likely to attend a library program presented in a language other than English?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Yes	6	7	15	13	20	43	38	30	43	3
No	14	27	45	19	41	43	50	37	85	15
<i>answered question</i>										594



FINDINGS: By Age Group (continued)

Question 8: How much do you value the following Library services?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Access to computers										
Very Important	6	21	30	15	30	30	39	29	32	8
Important	4	7	9	8	13	20	24	11	27	2
Somewhat Important	2	2	16	4	8	17	10	9	11	2
Not Important	0	2	2	1	2	6	9	5	15	2
Don't know/Doesn't apply to me	3	1	2	0	4	8	5	11	27	2
	2.67	3.36	3.07	3.32	3.11	2.72	2.95	2.65	2.20	2.75
Access to Wi-Fi										
Very Important	9	26	45	23	40	43	55	37	37	9
Important	3	5	8	2	7	20	12	10	27	2
Somewhat Important	1	1	3	4	6	12	5	6	11	1
Not Important	1	0	1	0	1	4	4	3	12	2
Don't know/Doesn't apply to me	1	1	2	0	2	2	11	9	27	2
	3.20	3.67	3.58	3.66	3.46	3.21	3.10	2.97	2.31	2.88
Books										
Very Important	14	25	37	21	53	64	67	47	84	11
Important	1	2	12	6	3	9	15	10	15	3
Somewhat Important	0	4	7	2	1	1	1	2	3	1
Not Important	0	0	1	0	0	0	0	0	0	1
Don't know/Doesn't apply to me	0	2	2	0	1	6	4	6	12	0
	3.93	3.45	3.37	3.66	3.84	3.56	3.62	3.42	3.39	3.50
eBooks										
Very Important	2	9	9	9	24	24	35	25	28	4
Important	6	1	6	6	11	13	21	16	15	5
Somewhat Important	3	10	20	7	9	20	14	11	13	3
Not Important	2	4	13	4	8	10	3	1	15	1
Don't know/Doesn't apply to me	2	9	11	2	4	13	13	11	41	3
	2.27	1.91	1.81	2.57	2.77	2.31	2.72	2.67	1.77	2.38

FINDINGS: By Age Group (continued)

Question 8: How much do you value the following Library services?

	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Business/investment information										
Very Important	2	4	7	6	6	14	26	11	16	4
Important	3	3	4	8	11	16	18	13	20	6
Somewhat Important	3	4	20	6	21	23	15	16	10	0
Not Important	1	3	5	3	6	11	12	10	24	2
Don't know/Doesn't apply to me	6	19	23	5	9	16	15	13	41	4
	1.60	1.09	1.44	2.25	1.98	2.01	2.33	1.98	1.51	2.25
Programs/classes/workshops for children (ages 0-14 years)										
Very Important	6	9	13	7	27	43	32	20	22	5
Important	4	8	16	7	10	19	15	10	17	4
Somewhat Important	2	6	9	4	6	2	17	6	6	1
Not Important	1	3	2	1	4	3	5	8	15	2
Don't know/Doesn't apply to me	2	7	19	10	10	14	17	19	52	4
	2.73	2.27	2.03	2.00	2.70	2.91	2.47	2.06	1.48	2.25
Programs/classes/workshops for teens (ages 15-18 years)										
Very Important	3	10	17	10	17	23	28	19	23	5
Important	3	9	14	6	14	23	23	10	17	4
Somewhat Important	4	3	15	5	6	8	10	8	2	2
Not Important	1	2	4	0	5	7	7	6	16	2
Don't know/Doesn't apply to me	4	9	9	8	13	20	17	19	53	3
	2.00	2.27	2.44	2.34	2.31	2.27	2.45	2.06	1.47	2.38
Programs/classes/workshops for adults										
Very Important	3	2	9	8	21	27	32	22	42	6
Important	4	4	13	6	14	26	21	20	25	4
Somewhat Important	3	6	13	9	14	14	19	8	20	2
Not Important	1	4	2	1	2	3	4	3	5	1
Don't know/Doesn't apply to me	4	17	22	5	4	11	9	11	22	3
	2.07	1.09	1.75	2.38	2.84	2.68	2.74	2.61	2.53	2.56

FINDINGS: By Age Group (continued)

Question 8: How much do you value the following Library services?

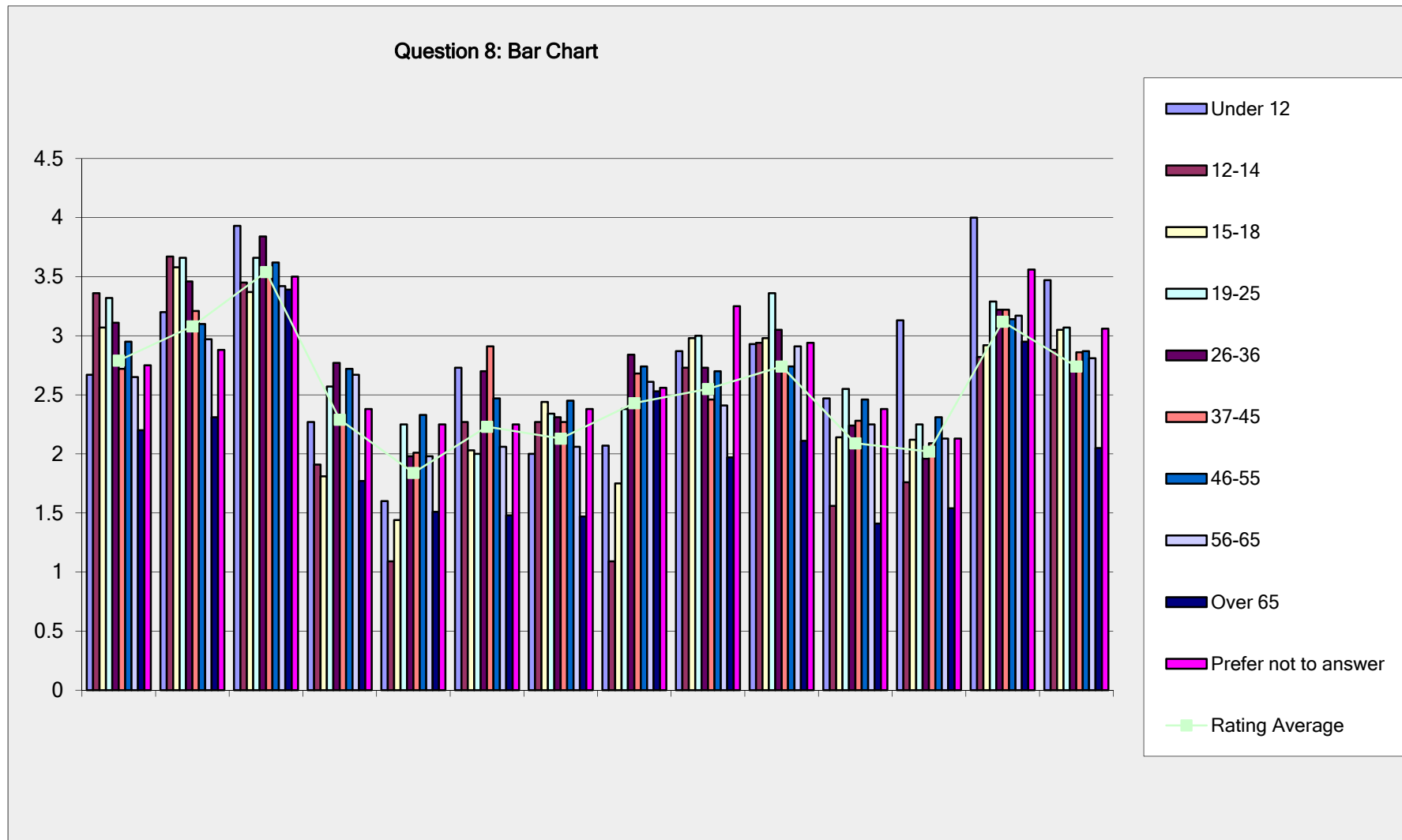
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Study rooms										
Very Important	7	13	25	14	21	26	28	20	27	8
Important	4	9	15	9	10	20	28	17	20	6
Somewhat Important	1	5	14	2	16	14	15	8	22	1
Not Important	1	1	3	0	4	7	6	5	11	0
Don't know/Doesn't apply to me	2	5	2	4	4	14	9	13	33	1
	2.87	2.73	2.98	3.00	2.73	2.46	2.70	2.41	1.97	3.25
Individual seating										
Very Important	6	17	23	17	28	30	30	31	34	10
Important	5	5	19	6	12	25	31	14	22	1
Somewhat Important	2	6	12	4	10	10	11	9	10	1
Not Important	1	2	3	0	3	6	3	2	14	2
Don't know/Doesn't apply to me	1	3	2	1	3	10	12	8	32	2
	2.93	2.94	2.98	3.36	3.05	2.73	2.74	2.91	2.11	2.94
Expert research, career, small business help										
Very Important	5	6	11	11	9	20	22	14	16	5
Important	3	1	17	6	15	22	22	20	16	4
Somewhat Important	4	9	12	6	17	15	23	10	14	2
Not Important	0	5	7	0	8	9	7	6	18	2
Don't know/Doesn't apply to me	3	11	12	6	6	15	10	13	48	3
	2.47	1.56	2.14	2.55	2.24	2.28	2.46	2.25	1.41	2.38
Online tutoring (with tutor.com)										
Very Important	7	6	8	7	10	13	23	14	19	5
Important	5	4	19	8	10	21	19	18	21	2
Somewhat Important	2	7	12	5	13	22	20	9	10	3
Not Important	0	8	10	1	12	6	7	6	15	2
Don't know/Doesn't apply to me	1	8	9	7	10	17	16	16	48	4
	3.13	1.76	2.12	2.25	1.96	2.09	2.31	2.13	1.54	2.13

FINDINGS: By Age Group (continued)

Question 8: How much do you value the following Library services?

	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Staff assistance										
Very Important	15	12	19	13	30	38	42	36	59	10
Important	0	7	23	12	13	33	29	16	26	5
Somewhat Important	0	11	13	2	9	5	9	4	9	1
Not Important	0	2	1	0	0	0	0	0	1	0
Don't know/Doesn't apply to me	0	1	3	1	3	5	7	7	18	0
	4.00	2.82	2.92	3.29	3.22	3.22	3.14	3.17	2.95	3.56
Self-service options										
Very Important	10	12	22	11	22	29	31	24	26	8
Important	3	9	24	11	12	32	32	23	29	4
Somewhat Important	1	10	9	4	12	9	13	7	17	2
Not Important	1	0	2	1	4	2	1	1	7	1
Don't know/Doesn't apply to me	0	2	2	1	5	9	9	9	34	1
	3.47	2.88	3.05	3.07	2.76	2.86	2.87	2.81	2.05	3.06

FINDINGS: By Age Group (continued)

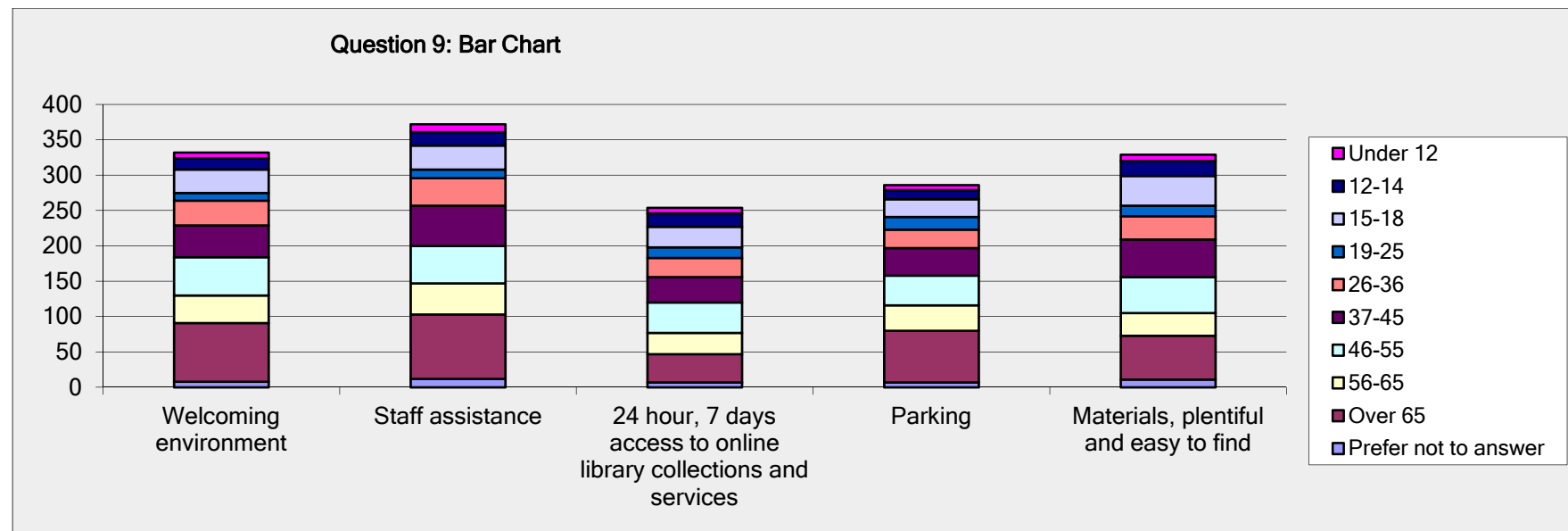


Categories:

Computers – Wi-Fi – Books – e-Books – Biz Info – Pgms0-14 – Pgms15-18 – PgmsAdult – StudyRms – Seating – ResearchHelp – Tutor.com – Staff – Self-Service

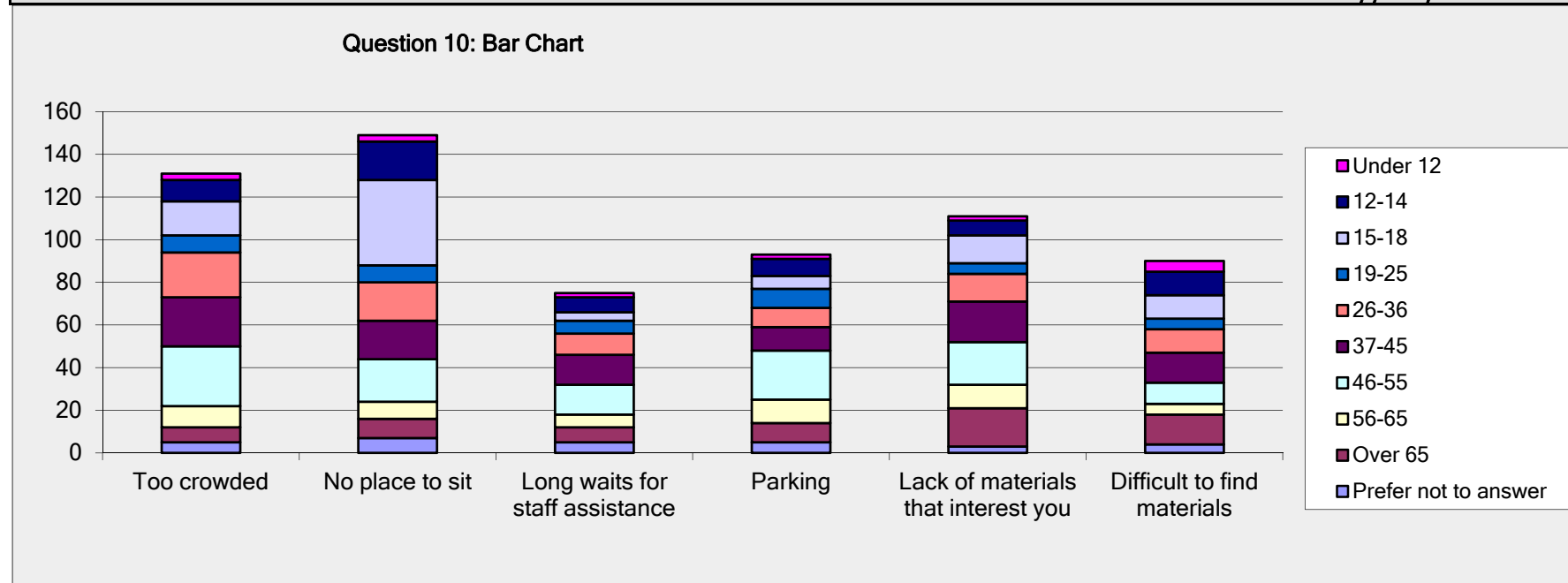
FINDINGS: By Age Group (continued)

Question 9: What makes it easier to get what you need at the Arcadia Public Library?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Welcoming environment	8	16	33	11	35	45	54	39	83	8
Staff assistance	11	19	34	12	39	57	53	44	91	12
24 hour, 7 days access to online library collections and services	8	19	29	15	27	36	43	30	40	7
Parking	7	13	25	18	26	39	42	36	73	7
Materials, plentiful and easy to find	9	21	42	15	33	53	51	32	62	11
										<i>answered question: 538</i>
										<i>skipped question: 60</i>



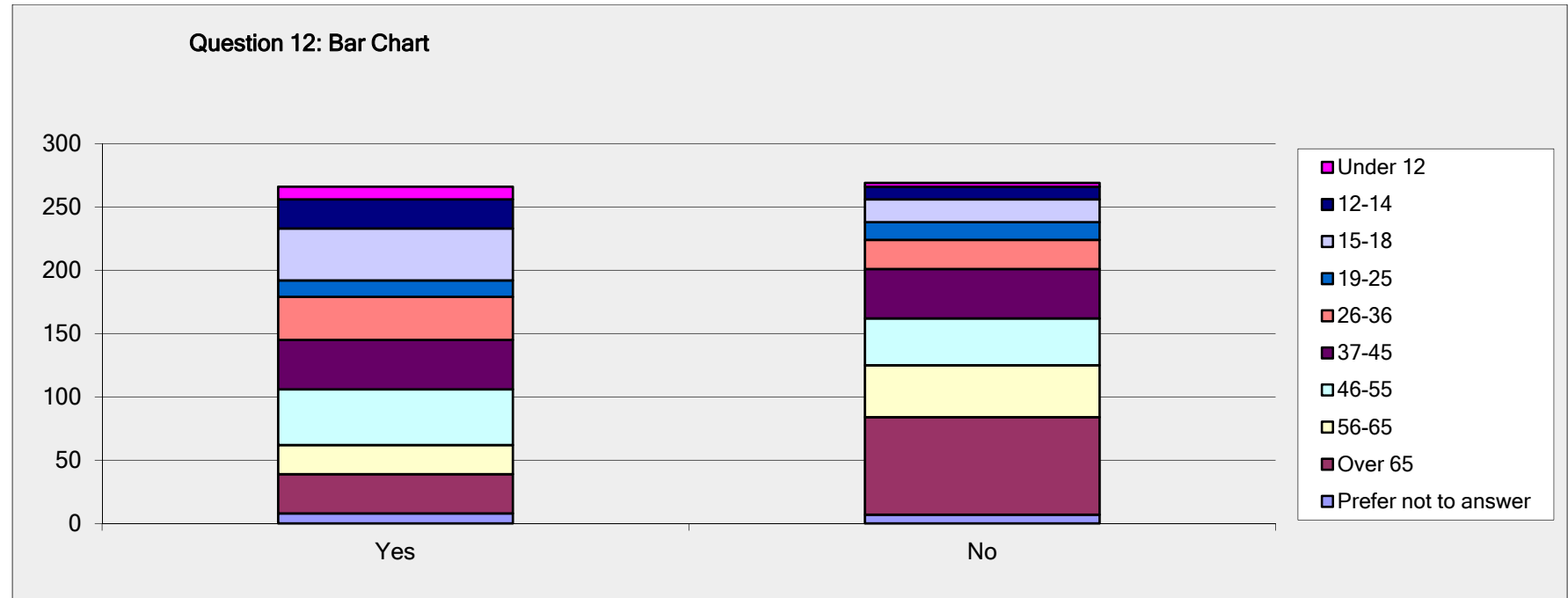
FINDINGS: By Age Group (continued)

Question 10: What makes it hard to get what you need at the Arcadia Public Library?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Too crowded	3	10	16	8	21	23	28	10	7	5
No place to sit	3	18	40	8	18	18	20	8	9	7
Long waits for staff assistance	2	7	4	6	10	14	14	6	7	5
Parking	2	8	6	9	9	11	23	11	9	5
Lack of materials that interest you	2	7	13	5	13	19	20	11	18	3
Difficult to find materials	5	11	11	5	11	14	10	5	14	4
										<i>answered question: 363</i>
										<i>skipped question: 235</i>



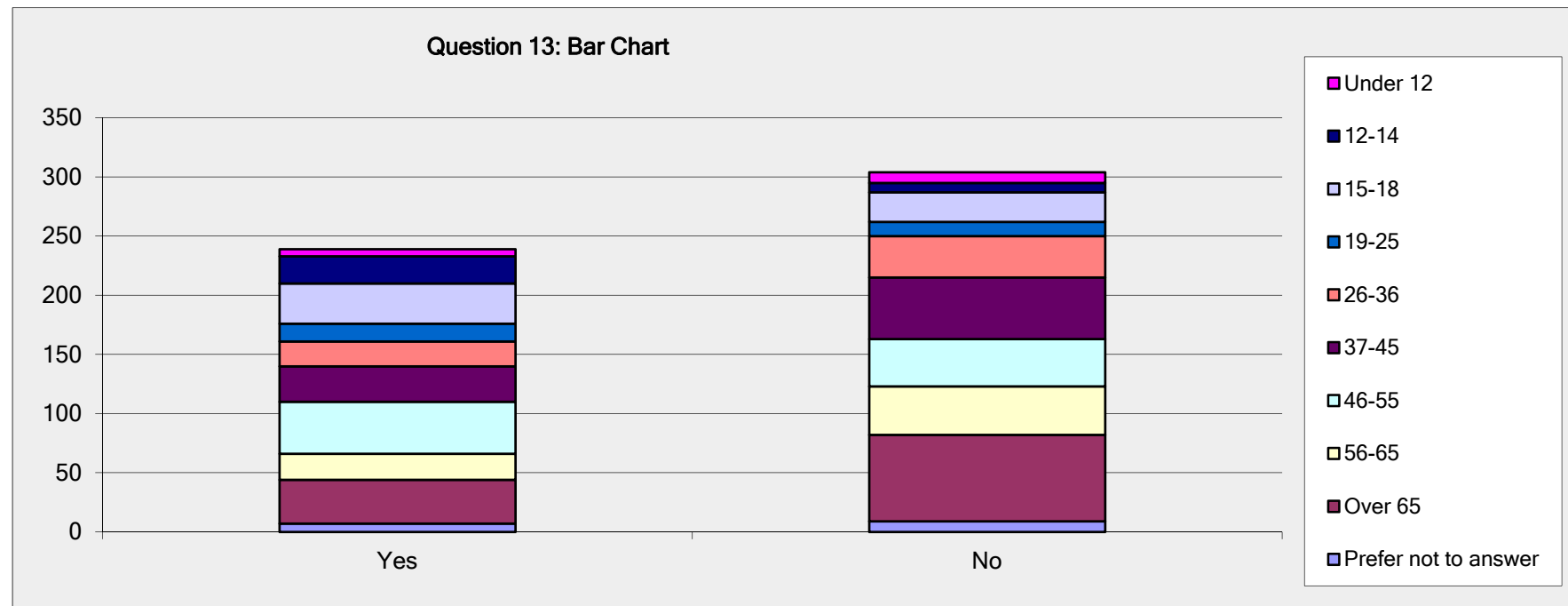
FINDINGS: By Age Group (continued)

Question 12: Would you use a self-service vending machine to check out library books or DVDs if it were in a convenient location such as Westfield Santa Anita Mall or the new Gold Line station?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Yes	10	23	41	13	34	39	44	23	31	8
No	3	10	18	14	23	39	37	41	77	7
										<i>answered question: 535</i>
										<i>skipped question: 63</i>



FINDINGS: By Age Group (continued)

Question 13: Have you ever used the library's Public Computer Room?										
	What is your age?									
Answer Options	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
Yes	6	23	34	15	21	30	44	22	37	7
No	9	8	25	12	35	52	40	41	73	9
										<i>answered question: 543</i>
										<i>skipped question: 55</i>

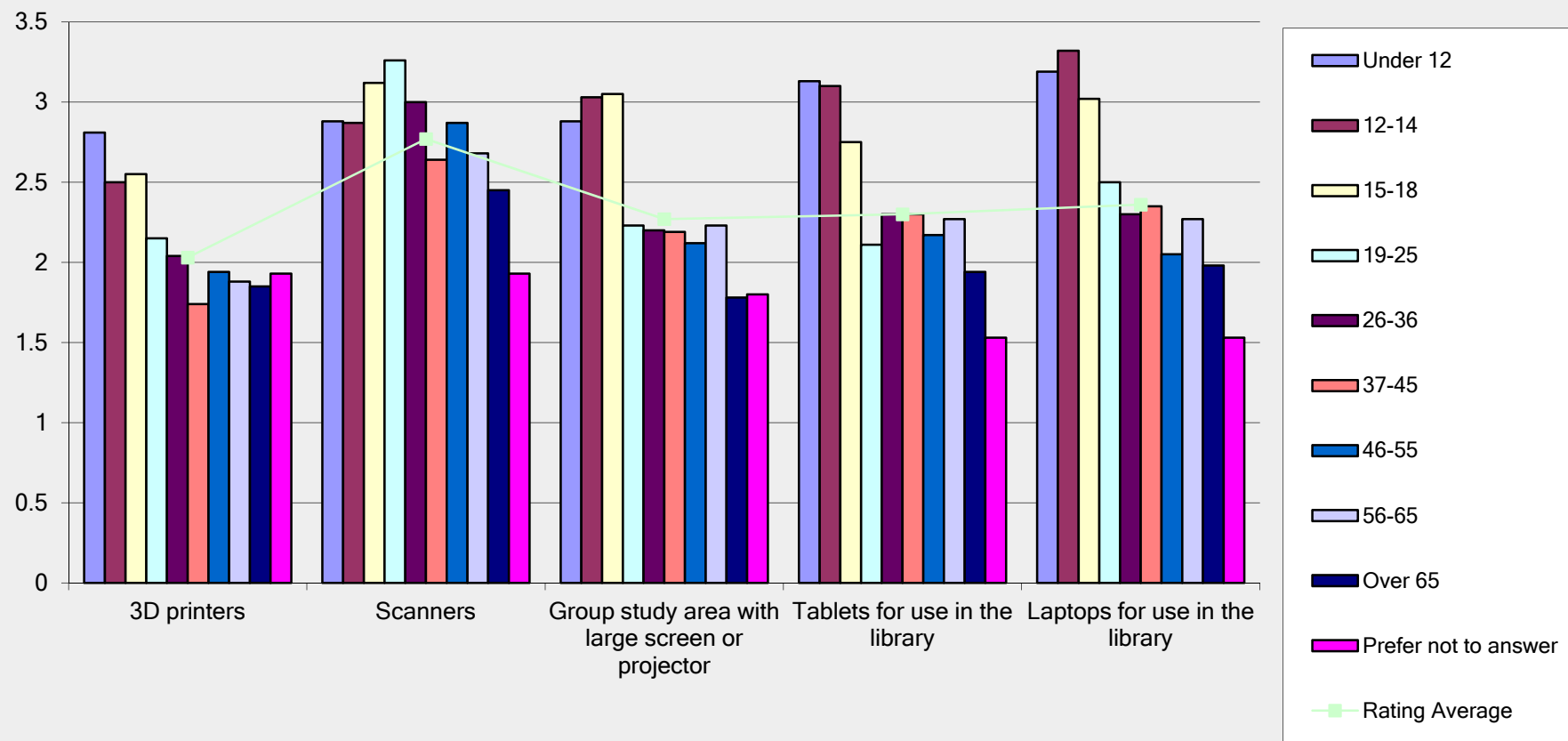


FINDINGS: By Age Group (continued)

Question 14: The Library is considering upgrading the Public Computer Room. How would you rate the following possible upgrades?										
Answer Options	What is your age?									
	Under 12	12-14	15-18	19-25	26-36	37-45	46-55	56-65	Over 65	Prefer not to answer
3D printers										
Very important	8	10	20	6	12	12	14	10	19	5
Important	3	6	16	6	9	9	17	12	19	1
Somewhat important	2	7	3	5	12	23	14	9	14	1
Not important	0	3	14	6	15	18	24	15	20	4
Don't know/Doesn't apply to me	3	4	5	4	8	18	13	12	26	4
Scanners										
Very important	8	10	26	15	30	27	33	19	32	1
Important	4	13	20	8	10	23	27	22	29	6
Somewhat important	1	5	10	2	7	14	10	7	11	3
Not important	0	0	0	0	1	6	5	2	6	1
Don't know/Doesn't apply to me	3	3	3	2	7	10	8	9	21	4
Group study area with large screen or projector										
Very important	9	17	27	6	17	19	13	10	17	2
Important	2	7	17	6	7	19	26	21	22	4
Somewhat important	1	1	8	7	13	16	18	11	14	2
Not important	2	3	5	2	8	10	8	9	12	3
Don't know/Doesn't apply to me	2	3	2	5	11	16	17	9	33	4
Tablets for use in the library										
Very important	10	16	28	5	15	23	20	11	22	3
Important	2	8	5	5	11	14	17	22	22	2
Somewhat important	2	3	10	7	14	18	17	8	12	0
Not important	0	2	15	8	8	14	15	8	12	5
Don't know/Doesn't apply to me	2	2	1	2	8	11	14	10	30	5
Laptops for use in the library										
Very important	11	19	30	8	14	26	20	12	21	2
Important	1	8	9	5	13	14	14	18	22	4
Somewhat important	2	1	11	7	13	14	15	11	17	0
Not important	0	1	9	4	8	14	18	10	12	3
Don't know/Doesn't apply to me	2	2	0	2	8	12	16	8	27	6
<i>answered question: 527 skipped question: 71</i>										

FINDINGS: By Age Group (continued)

Question 14: Bar Chart



FINDINGS: By Frequency of Use

Question 4: Would you be more likely to attend a library program presented in a language other than English?						
	How often have you visited the library in the past 12 months?					
Answer Options	Did not visit library in the past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	Response Count
Yes	33	56	38	33	54	214
No	21	63	57	70	162	373
						<i>answered question: 587</i>
						<i>skipped question: 4</i>

Question 8: How much do you value the following Library services?						
	How often have you visited the library in the past 12 months?					
Answer Options	Did not visit library in the past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	
Access to computers						
Very Important	19	52	32	34	101	
Important	13	30	21	21	38	
Somewhat Important	2	13	17	15	34	
Not Important	0	7	8	14	15	
Don't know/Doesn't apply to me	8	14	13	9	18	
-- Average Rating	2.83	2.85	2.56	2.61	2.92	
Access to Wi-Fi						
Very Important	25	63	54	49	130	
Important	10	24	11	15	36	
Somewhat Important	3	14	10	10	13	
Not Important	0	3	5	9	11	
Don't know/Doesn't apply to me	4	14	11	10	16	
	3.24	3.01	3.01	2.90	3.23	

FINDINGS: By Frequency of Use (continued)					
Books					
Very Important	26	85	70	76	164
Important	8	22	12	10	24
Somewhat Important	2	5	3	2	10
Not Important	0	1	0	0	1
Don't know/Doesn't apply to me	6	5	5	6	8
	3.14	3.53	3.58	3.60	3.62
eBooks					
Very Important	18	38	35	25	52
Important	6	28	13	17	36
Somewhat Important	7	19	17	24	42
Not Important	3	7	11	11	29
Don't know/Doesn't apply to me	9	24	14	15	44
	2.49	2.42	2.49	2.28	2.11
Business/investment information					
Very Important	8	25	14	19	30
Important	11	22	15	15	38
Somewhat Important	7	23	21	24	43
Not Important	6	16	13	14	28
Don't know/Doesn't apply to me	10	27	27	21	62
	2.02	2.02	1.73	1.97	1.73
Programs/classes/workshops for children (ages 0-14 years)					
Very Important	14	40	25	36	68
Important	10	20	21	15	44
Somewhat Important	3	16	11	9	20
Not Important	3	8	7	6	20
Don't know/Doesn't apply to me	12	33	27	27	51
	2.26	2.22	2.11	2.29	2.29

FINDINGS: By Frequency of Use (continued)					
Programs/classes/workshops for teens (ages 15-18 years)					
Very Important	12	38	27	28	48
Important	12	23	22	21	45
Somewhat Important	1	15	11	9	27
Not Important	2	8	9	8	23
Don't know/Doesn't apply to me	15	31	22	26	58
	2.10	2.25	2.25	2.18	2.01
Programs/classes/workshops for adults					
Very Important	17	38	25	30	61
Important	13	29	24	23	48
Somewhat Important	6	27	15	20	39
Not Important	1	4	9	6	6
Don't know/Doesn't apply to me	5	17	18	15	50
	2.86	2.58	2.32	2.50	2.31
Study rooms					
Very Important	16	41	30	37	64
Important	12	27	21	21	57
Somewhat Important	7	22	13	16	39
Not Important	0	8	7	9	14
Don't know/Doesn't apply to me	7	18	19	11	29
	2.71	2.56	2.40	2.68	2.56
Individual seating					
Very Important	16	44	38	39	87
Important	9	28	22	26	55
Somewhat Important	4	17	13	9	32
Not Important	4	6	6	9	11
Don't know/Doesn't apply to me	9	20	12	11	19
	2.45	2.61	2.75	2.78	2.88
Expert research, career, small business help					
Very Important	10	25	25	19	40
Important	10	29	14	26	46
Somewhat Important	6	20	19	22	44
Not Important	4	13	12	8	25
Don't know/Doesn't apply to me	12	28	21	18	45
	2.05	2.09	2.11	2.22	2.06

FINDINGS: By Frequency of Use (continued)					
Staff assistance					
Very Important	14	48	54	44	111
Important	15	38	21	33	57
Somewhat Important	5	14	8	11	25
Not Important	0	1	0	2	1
Don't know/Doesn't apply to me	8	14	8	4	9
	2.64	2.91	3.24	3.18	3.28
Self-service options					
Very Important	13	30	37	35	79
Important	10	44	27	29	68
Somewhat Important	8	20	14	15	27
Not Important	0	6	1	5	8
Don't know/Doesn't apply to me	11	15	12	10	21
	2.33	2.59	2.84	2.79	2.87
Online tutoring (with tutor.com)					
Very Important	13	27	15	15	42
Important	12	25	21	21	47
Somewhat Important	1	27	17	22	36
Not Important	5	11	10	15	26
Don't know/Doesn't apply to me	11	23	28	20	50
	2.26	2.19	1.84	1.96	2.02

FINDINGS: By Frequency of Use (continued)

Question 9: What makes it easier to get what you need at the Arcadia Public Library?							
	How often have you visited the library in the past 12 months?						
Answer Options	Did not visit in past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	Response Percent	Response Count
Welcoming environment	23	64	51	57	135	61.9%	330
Staff assistance	22	78	61	56	151	69.0%	368
24 hour, 7 days access to online library collections and services	18	47	52	46	89	47.3%	252
Parking	16	61	51	49	107	53.3%	284
Materials, plentiful and easy to find	15	62	56	68	126	61.4%	327
<i>answered question</i>							533
<i>skipped question</i>							58

Question 10: What makes it hard to get what you need at the Arcadia Public Library?							
	How often have you visited the library in the past 12 months?						
Answer Options	Did not visit in past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	Response Percent	Response Count
Too crowded	6	27	17	18	63	36.3%	131
No place to sit	5	20	17	21	84	40.7%	147
Long waits for staff assistance	6	18	12	14	25	20.8%	75
Parking	11	24	16	8	34	25.8%	93
Lack of materials that interest you	12	25	20	15	38	30.5%	110
Difficult to find materials	4	20	19	13	34	24.9%	90
<i>answered question</i>							361
<i>skipped question</i>							230

FINDINGS: By Frequency of Use (continued)

Question 12: Would you use a self-service vending machine to check out library books or DVDs if it were in a convenient location such as Westfield Santa Anita Mall or the new Gold Line station?							
	How often have you visited the library in the past 12 months?						
Answer Options	Did not visit in past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	Response Percent	Response Count
Yes	19	56	43	46	101	49.8%	265
No	21	59	45	43	99	50.2%	267
<i>answered question</i>							532
<i>skipped question</i>							59

Question 13: Have you ever used the library's Public Computer Room?							
	How often have you visited the library in the past 12 months?						
Answer Options	Did not visit in past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	Response Percent	Response Count
Yes	8	43	36	38	111	43.8%	236
No	34	74	53	51	91	56.2%	303
Why or why not?							269
answered question							539
skipped question							52

FINDINGS: By Frequency of Use (continued)

Question 14: The Library is considering upgrading the Public Computer Room. How would you rate the following possible upgrades?							
	How often have you visited the library in past 12 mos?						
Answer Options	Did not visit in past 12 months.	1-5 times	6-12 times	13-24 times	More than 24 times	Rating Average	Response Count
3D printers							
Very important	14	22	13	16	50		
Important	6	17	19	21	34		
Somewhat important	7	23	12	16	31		
Not important	5	28	21	23	42		
Don't know/Doesn't apply to me	8	17	14	17	39		
	2.33	1.99	1.95	1.96	2.07	2.03	515
Scanners							
Very important	20	43	28	32	77		
Important	10	34	32	31	53		
Somewhat important	2	11	10	14	33		
Not important	2	6	3	3	7		
Don't know/Doesn't apply to me	6	15	7	13	27		
	2.90	2.77	2.89	2.71	2.74	2.78	519
Group study area with large screen or projector							
Very important	8	26	18	20	64		
Important	10	26	25	25	45		
Somewhat important	7	24	16	19	25		
Not important	4	12	5	13	28		
Don't know/Doesn't apply to me	11	21	16	16	34		
	2.00	2.22	2.30	2.22	2.39	2.28	518
Tablets for use in the library							
Very important	9	29	23	23	69		
Important	12	25	17	21	32		
Somewhat important	3	27	13	15	32		
Not important	7	12	14	19	35		
Don't know/Doesn't apply to me	9	16	13	14	30		
	2.13	2.36	2.29	2.22	2.38	2.31	519

FINDINGS: By Frequency of Use (continued)							
Laptops for use in the library							
Very important	10	31	22	28	72		
Important	10	24	16	22	34		
Somewhat important	6	27	14	15	28		
Not important	4	11	14	14	36		
Don't know/Doesn't apply to me	10	17	14	13	27		
	2.15	2.37	2.23	2.41	2.45	2.37	519

Chart Notes

FOCUS GROUPS AND COMMUNITY FORUMS

Arcadia Public Library
Library Needs Assessment
Focus Group Notes

January 15, 2015

Group: Friends & Foundation Board Members

Number of participants: 15

1. One thing you appreciate about the Library? And *building off this*: Are there other strong points or best features of the Arcadia Library that haven't been mentioned?

- Administrative support
- Staff (10) – Friendly, strong, superb, helpful, forward-looking, open-minded, supportive
- Collection (especially children's)
- Outstanding programs – beyond what you would expect
 - Musical programs
- Welcoming of immigrant community
- Place to connect with other volunteer (3)
- Children's programs (3)
- The library itself
 - The fact that we have one
 - The attractive facility
- The store
- Adult literacy/English conversation classes
- Assessment process
- On the leading edge of technology
- ESL/Foreign language

2. What's the 'best case scenario' for the future of the Arcadia Public Library? What, in your opinion is our ideal future, say 10 years out?

- Increased integration of technology (remain 'ahead of the curve')
- Connected globally – access to all libraries world-wide
- Harmony among all users, young and old
 - Separate outside area for youth to congregate
- Coffee cart/meet social needs
- Integration of Asian culture
 - E.g. Chinese scholars sponsored by Chinese Cultural Association lecture at library
 - Close connection with Chinese Cultural Association
- Welcoming of cultures
- Open space – more e-books, less stacks
- More fun gathering place
- Play area with oversight

3. How do we get there from here?

- Establish formal liaison with Chinese Cultural Association
- Sunday hours (one said yes, one said no)
- Publicity: Send program information to Chinese newspapers in the area
- Directory at the main entrance to show people where things are
- Design element
 - More Chinese friendly, familiar
- Science & engineering programs
- Brochure for orienting new people to the library
- Announcements on video screen of programs, etc.
- Increase fundraising to support all of this
 - Including in-kind donations
- Visible in the community
 - Staff outreach to community groups; speakers from library
 - Signage at events in the community
- Host Chamber, city council and nonprofit groups at the library for their events
- Increase computers, printers to attract, engage young people
- Let people know about website and how to navigate it
- Workshops on publishing, film-making, video game production (how-to develop content)
- Increase connection with schools
- Incremental, realistic growth
- Highlight historical resources (History of Arcadia)
- Wireless/bandwidth more important than ever
- Share 'evolving state of the library' with the broader community ("Latte with the Librarian")
- Recognition of cultural leaders in the community/heroes of the city
- Recognize young people: fellowships for helping at library
- Weekly column in newspaper: "What's new at the library"
- Encourage creative projects at the library
- 3D printers
- Hearing devices

Key points going forward:

- Involve the Asian community
- Increase donations, fundraising (4)
- Increase PR/communication about the libraries assets (3)
- Involve more Chinese volunteers (3)
- Balance technology with the 'people side'
- Increase resources to support staff
- Increase English conversation classes
- Keep up with technology(2)
- Provide one-on-one ESL support
- Engage the Chinese business community
- Convince the city that we need more funding

Arcadia Public Library
Library Needs Assessment

Community Forum I Notes

January 15, 2015

Number of participants: 7

1. One thing you appreciate about the Library? And *building off this*: Are there other strong points or best features of the Arcadia Library that haven't been mentioned?

- Books
- People
- Place to get answers
- Auto-checkout
- Second space
- English classes
- Children's programs (3)
- Staff
- Programs
- Learning/life-long learning
- Free
- Place to meet people
- Children's collection
- Recycling of books
- Donate to Senior Center
- Volunteer program
- Musical programs
- Book club
- Place for kids
- Friends/funding
- Computer room/computer access
- Tea/gathering place
- Book sales, book store

2. How can we improve?

- More kids programs
- Library is the place for a play date, meet other children
 - Foster interaction among children of similar ages

- Different musical programs/more variety (e.g. Gospel music)
- Organize opportunities for kids, parents of younger children to meet and make friends
- Clear way to recommend new programs
- Increased technology
 - More computer stations
- Maker space
- Bigger building
- More defined space (e.g. reading room)
- Coffee shop, eatery
- “Mapquest for Books” location finder
- Lending of art/pictures
- Help e-users understand services available to them
- Website upgrade ... more intuitive
- Increase advertising/PR
 - Emails
 - Water bills
 - Buzz
 - Blogs
 - Weekly
 - Next Door
 - Arcadia News
- Increased utilization of FB, Twitter, social media
- Revival of ‘fun things from the past’ in collection
 - E.g. “Tale of Two Cities”
- Promote the library as an educational institution
- Literary games (e.g. Dickens game)
- Basic computer skills classes
- Easier sign-up for programs (integrate sign up time into program itself so that people aren’t waiting around in a line but are interacting in a meaningful way while they are being ‘processed’)
- Hire more staff
- Dedicated website, web master
- More playthings
- Promote the store and increase funding
- The word matters!
- Library is the central gathering spot in the city
- Increase the number of tutors
 - Mandarin
 - Weekends
- More cross-generational programs, sharing with children, youth
 - E.g. Telescope demo

Arcadia Public Library
Library Needs Assessment

Focus Group Notes

January 19, 2015

Group: Staff

Number of participants: 19

1. One thing you appreciate about the Library? And *building off this*: Are there other strong points or best features of the Arcadia Library that haven't been mentioned?

- Staff
- We get along (2)
- Compared to others, we are drama-free
- Valued by the community
- Programming
 - Children's
 - Tech
- Up to date collects (3)
- Open 6 days a week
- Responsive/listen to patrons
- Well-used community hub
- Professional
- Friendly
- Teamwork
- Free DVDs, Audio books
- Valued by community patrons
- One-on-one computer tutoring program
- Working/networking with community groups
- Nice facility
- Proactive 'evolution of programs'
- Positive feedback from families
- Well-funded by city
- Strong Friends Group

2. What's the 'best case scenario' for the future of the Arcadia Public Library? What, in your opinion is our ideal future, say 10 years out?

- Expanded facility (5)
 - Information desk
 - House growing collection

- Increased study & community rooms
 - Drive through book return
- Branch library
- Increased staff (5)
 - Dedicated PR person
 - Volunteer coordinator
- Increased collection budget (2)
 - New formats
 - Digitize historical collection
- Increased online presence
- Increased programming
 - Lifestyle programs (e.g. cooking)
 - Remote programs
- Increased funding from the city
- Innovator: Out in front of the technology curve
- Dedicated recreation space on site for all ages
- Better infrastructure, including broadband
- Logical space plan, including partitions

3. How do we get there from here?

- Rewrite staff PDs
- Solicit in-kind donations (“Santa list”)
- Staff development
 - Inclusive cross-department event to raise funds, build teamwork
- Recruit volunteers
 - Staff Information desk
 - Expand Library support groups
 - Roaming ‘info desk’ volunteer
- Build partnerships
 - With other groups in the community
 - With other libraries
- Increase PR
 - Branding
 - Get our story out there
 - Engage in library advocacy
 - Make the case: be clear what funding goes toward, specifically
- Increase Funding
 - From city
 - From grants
 - From increase in taxes
 - From community donors
 - Earned income, revenue generating activities

**Arcadia Public Library
Library Needs Assessment**

Focus Group Notes

January 30, 2015

Group: Community Leaders

Number of participants: 8

Dialog Questions:

1. One thing you appreciate about the Library? And *building off this*: Are there other strong points or best features of the Arcadia Library that haven't been mentioned?

- Access to web, computers, printer for students (4)
- Safe, comfortable space (2)
- Access to English language learning for immigrants
- Access to lists on the common core list (from AUSD)
- After school program for students
- Large print books
- Location/proximity to schools and businesses that serve students
- Partnering with schools to roll out Common Core
- Quiet space for getting work done
- Resource: any question, any topic
 - History
 - Business
 - Technology
 - Hobbies (e.g. coin collecting)
- Responsiveness: books, problems/issues with students

2. What's the 'best case scenario' for the future of the Arcadia Public Library? What, in your opinion is our ideal future, say 10 years out?

- 100% of students have a library card
- Adapt to the 'new ways of learning,' including collaboratively
 - Dedicated space for learning in groups
 - Dedicated technology
 - Library staff that supports this new 'classroom'
- Creating and collaboration space
 - Easily reconfigured for different size groups
 - Hacker/make space
- Library as gathering space for learners
- Physical space reflects the community

- Youth
- Culture
- Place for students to share their learning with peers and others
- Stay true to the ideal of knowledge sharing
- Technology
 - Stay abreast of changes, stay relevant
 - 'Ubiquitous access'
 - Access to tablets and other devices

3. How do we get there from here?

- Access to the same text sets
- Ask students (particularly seniors at AHS) what is needed
- Broker/curate online educational opportunities
- Education resources
- Increase community partnerships
 - School districts, including faculty meetings
 - Chamber
 - Service clubs
 - ACA
 - Booster clubs
 - PTA councils
- Increase outreach/messaging
 - What's new at the library (e.g. new web access)
 - Provide a 'compelling reason' to visit
- Parking (untimed)
- Re-configured space
 - Quiet space
 - Loud/collaborative space
 - Kids space
 - Look to other models (e.g. Google's approach to space)
- Serve 'all demographic groups'
- Support shift to nonfiction for Common Core (70%)
 - Assist in accessing primary sources
- Translation for immigrants
 - Materials
 - Interpretation during programs
- Wi-fi bandwidth
- Workforce/jobseeking resources

**Arcadia Public Library
Library Needs Assessment**

Community Forum II Notes

January 31, 2015

2:00 p.m.

Museum Education Center

Number of participants: 4

1. One thing you appreciate about the Library? And *building off this*: Are there other strong points or best features of the Arcadia Library that haven't been mentioned?

- Book store, book sales
- Children's classes full
- Collection
 - Best sellers
 - Children's
- Crowded afternoons with children
- English conversation classes
- Hours of operation
- Customer service, staff support
 - Personal attention
 - English speaking
- Individual seat/study spaces
- Large print collection
- Location and parking, including handicapped parking
- Outreach to the Chinese community
- Programs (concerts, film, lectures)
- Research materials

2. What's the 'best case scenario' for the future of the Arcadia Public Library?

- Comfortable outdoor seating
- Community bookmobile
- Community meeting place; intellectual center of the community
- Dual English/Chinese signage
- Fewer print books; more meeting spaces of every size
- Increased Chinese collection to reflect increase in Chinese residents
- Increased Chinese programming
- Larger space with designated space for each demographic group (including study space)

- Latest technology
- Outreach/message to engage the community (“We speak Mandarin.”)
- Reflect our changing demographics (including staff)
- Technology helpers/assistance

3. How can we improve?

- Increase in messaging/information to the community
 - Increase in PR/outreach for all ages and language groups
- Increase partnership with the Senior Center
 - Seniors helping seniors
 - Increase volunteers who read to others
- Adapt to changes in PR (web, social media)
- Create prominent, graphic signage
 - Consider a tasteful electronic street sign: What’s happening inside ...
- Expand literacy/English language (ESL) classes
 - Reading
 - Conversation
 - Language
- Expand usable space (basement?)
- Host a weekly “How to use your library” tutorial in Chinese
- Increase space in children’s section
- Increase/enrich services to seniors and all other groups
- Increase outreach to the homebound
 - Personal
 - Using volunteers
- Maintain the ‘human touch;’ don’t let the machine take over
- Offer class in Chinese
- Offer citizenship classes
 - Consider partnering with Board of Education
- Reconfigure space, seating
- Respond to changing demographics
 - Address the increase in the number of Chinese residents